

South Willamette Public Workshop on Draft Concept Plan 12.7.2011

World Café Format

All illustrative map materials used in the workshop are included at the end of this document.

Commercial and Walkable Business Table

Round #1 (Nan Laurence facilitator)

The notes in bold are those item numbers that were circled for extra emphasis.

1. For redevelopment to happen, city needs to have an advocate per project to speed up and work through process, as well as a yes, can do attitude which includes:
Code reduction
Remove road blocks
Move away from favoring downtown with parking regulations etc.
2. Move Pedestrian crossing to 28th (not mid-block). (Safer and less of an obstacle in street of backing up traffic) Less conflict with bus.
3. **Repave street and sidewalk and place utility lines underground.**
4. Traffic turn arrow at 24th and Willamette
5. **Not enough room for cars, trees, bikes, pedestrians. No room for bus pull off—maybe fewer bus stops.**
6. Issue of trees blocking visibility. How about artwork, flower boxes, hanging baskets, incorporated with street lights.
7. Need to beautify
8. Don't sacrifice parking especially next to business.
9. Good if bike lane is on Portland Street and Oak Street.
10. 27th Avenue is wide enough for Green Street, good for cars and walking, and major car connection.
11. Open up 26th Avenue to right turn onto Amazon Parkway.
12. **Storm water infrastructure is an issue.**
13. Lots of emergency vehicles up and down Willamette Street—plenty of conflicts.
14. The map should indicate where Willamette is one-way.
15. Everybody drives from Woodfield Station. Not really a reason to walk to 27th Ave. and South Towne.
16. **Don't reduce lanes of traffic**
17. Beautify our community's main street as a gateway to Spencer Butte.

Round #2 (Nan Laurence facilitator)

The notes in bold are those item numbers that were circled for extra emphasis..

1. Replace Willard School with housing—or if it's a school, create pedestrians!
2. **Keep pedestrian connection right across as soon—but conflict with 29th Ave. and Willamette Traffic, so maybe use 28th Ave.**
3. Add bus turnout on Willamette by Woodfield Station—maybe at Pizza Hut property (contamination?)
4. Willard School site = park and higher density residential

5. Try to shift traffic on Willamette to Amazon Parkway, but may be a problem for residences
6. Grade changes on Willamette are problematic (e.g. by Off the Waffle). Long-term redevelopment should be closer to street and at grade.
7. Trees may be a problem—too close to sidewalk.
- 8. Consider 3 lanes (turn lane in the middle) with bus turnout and fewer bus stops**
9. Hard to accommodate everything we want in the narrow sidewalk area.
- 10. Phase in the changes we want to see.**
11. Roundabouts.

Commercial and Walkable Business

Round #1 (Robin Hostick, facilitator)

- Development pressure? Show us the numbers?
- Don't feel area is deteriorating—Area is thriving
 - Don't try to force people in boxes
 - Don't want people to tell us what to do
 - Concerned about choking off traffic (has not worked in Wyandott Michigan-Oak Street)
 - Mom and pop businesses are driving Willamette Street.—more vibrant now
 - Better bike/walking (on side streets) OK.
- Bob: Ditto
- Lucy: Don't drive customers away—Big-box stores hard to compete with. . .
 - Why aren't W. 11th and Coburg getting bikes and pedestrians?
 - Likes EMX on 11th
 - Concerned that not enough people will be listened to.
 - Do find Willamette Street intimidating
- Terry: Can't widen Willamette Street; other streets are a good place to go for bikes
 - People who live south of the area need to go through; all other streets traffic calmed, residential
 - Need to maintain traffic flow on Willamette St. (can't do it all)
- Matt: Willamette needs to be for cars, but this place isn't all just about cars; not
 - We get stuck on the negative, what about the positive (Terry-Yes, nobody forced to do anything)
 - We need a coherent, long-term plan to make the area more attractive
 - Hard to see potential (must see past); need to do that for potential developers (future vision).
 - Out of parking! Need a solution. . . Limitation to growth (choked out)
- All: Also out of room for commercial development
 - Possibly do some re-zoning for parking
 - Change regulations on parking (don't require it)
 - Won't new residents need more shops/jobs?
 - Allow Conversions of homes to businesses
 - SDC's were too late; expensive to do tenant improvements
 - Where could True Value go? No options- only Woodfield
 - How to get more customers to show up @ process?
 - Is it OK to have people from outside area attending workshop?
 - Probably not much more that can be done

Round #2 (Robin Hostick, facilitator)

- Norma: Lives at 25th and Oak; Lots of Walkers and biking
 - Bike lane won't work on Oak Street
 - Portland Street might be better; Old Temple Beth
- David: Economics need to work, but if they did, buildings at street with parking behind could work
 - Employee parking in back. . .
 - Issues with sharing parking (Bowling Alley mad @ David and Down to Earth)
 - More cars is safer, @ all hours
 - Possibly trees could block businesses
 - Is there room for trees?
- Broadway is a nice example
- Housing @corner of 29th and Lincoln?

3 main points:

1. Development needs help; how can the plan contribute: Parking, SDC's, land, etc.
2. Keep people/cars moving on Willamette Street!

Housing 1

Round #1 (Trish Thomas facilitator, Tim Smith, Heidi Sachet, Jack Collins, Rudy Berg, Ron Zauner)

The notes in bold are those item numbers that were circled for extra emphasis.

How does it work for the community as a whole?

- (+/-) For an urban place. Prefer downtown/ wonder about market and \$
- (+) Actually surprising # of amenities
- (+/-) Loves the concept plan but worries about cost
- (-) Big, kind of urban center
- (-) Support No Growth/ Amazon Streets are at capacity
- (+) Gorgeous view across parkway; great place to live facing parkway—View dynamite!

Great places to start

Cool Places for housing:

Right along Willamette – great flow

--is there a market for urban, more expensive housing? Issue of higher cost of C-2 land; C-2 land is too expensive for housing unless it is above commercial uses on ground floor. Housing is not the highest and best use for C-2 land; usually only makes sense if over ground floor commercial. However, first floor residential use is unlikely to be desirable on Willamette St.

- **Facing Amazon park, 6 stories, like Tate building**
- **Portland Street**
- **Attempt to protect modest SF community (one person compared the area as having the potential to be a cultural mix of artists and poets as in the Whiteaker area. (see recent RG article)**
- **Willard School site**

Reasonable places to start

- 27th Avenue and Willamette Street
- Willamette Street in general

Commercial: Meet with property owners on east side of Willamette between 28th and 29th to determine if there are code or other barriers restricting redevelopment of properties to determine how to jump start development of that block.

Round #2 (Trish Thomas facilitator, Lucy White, Nancy Ellen Locke, Mona Rummel)

The notes in bold are those item numbers that were circled for extra emphasis.

- Want more customers
- Want “butterfly bus route” (a figure eight loop) between Willamette and Hilyard area and neighborhoods to west, to help bring customers to businesses
- Ageing area—hard for older people to walk even if it’s close. People felt that we need to make better pedestrian facilities because it is difficult for older people to get places, and others felt that there wouldn’t be as much walking happening in the area because the population was ageing

How does it work for community as a whole?

1. **Yes this is an attractive place to live in city; it is already attracting more young people**
2. Lots of young people coming for night-life and customers at True Value
3. **Yes needs smaller, hip cool stuff, to attract young people—not so high-end**
4. Low income housing here good.
5. Prefer housing **off** Willamette for housing
 - a. Not quite enough land for business
 - b. More MU on other streets

What is most important to you?

What should change?

- Looks like a lot of apartments and condos
- **29th Ave. should all be MU; problem for R-1 backing up to it. Need sensitive development adjacent to R-1.**
- Do not develop the feel of a “tunnel” along street by building tall buildings on both sides.
- **Be careful with tall building design.**

Where to start?

- **Zones B & A because it’s already starting there**
- 2 votes—C because of the park, attractive place
- Willard Site
- Zone E might go commercial or MU
- 29th Ave. and 27th Ave—see as more commercial or MU

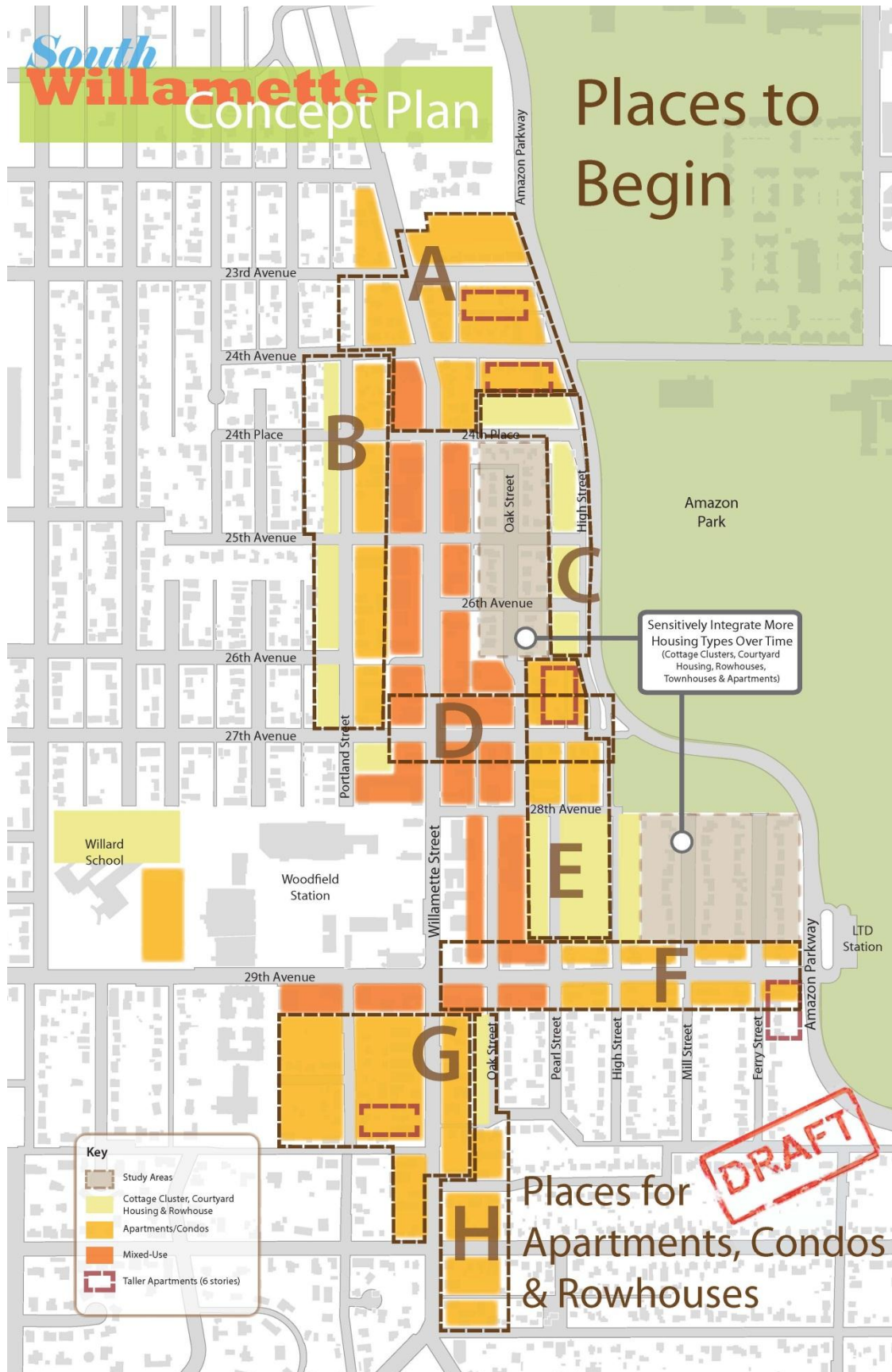
Really like: mixed use—2 votes

Somewhat dislike: tall buildings

- design needs to be well-integrated
- No “tunnels” of tall buildings along the street.

South Willamette Concept Plan

Places to Begin



Housing 2

Round #1 (Anne Delaney, facilitator)

1. Future development should include public and private open space, green spaces, backyards
2. Should include close-in, affordable single family detached housing, with backyard/ green space
3. Issues with taller apartments @ 24th—Transitions between housing types, building sites and traffic issues (increased traffic) - Integration of transportation issues that come with density.
4. Impacts of tall buildings on views
5. (2) Advocates for no growth at all
6. Need another level of information. Need more detailed information about existing uses.
7. Density (6 stories) cluster near commercial Woodfield Station, Willamette Street.
8. Overall concept of increased density positive (1)
9. Willard School site—housing at 29th Ave with park at the north end of the site.

Round #2 (Anne Delaney, facilitator)

- “Growth” discussion; is it inevitable?
- (High end) density in “south town” vs. downtown: One participant questioned whether there is enough demand for high end, high density housing in both the down town and Southtown. Assuming there is not enough demand for high-end, high-density housing in both locations the participant felt that efforts should first be focused in the downtown area.
- Cost of mixed-use development=high housing and higher commercial rent
- Willamette Street redesign required to make attractive to higher density, quality housing
- If housing desired on Willamette, consider eliminating ground floor commercial
- Relax parking standards to allow more flexibility for development

A large “Places for Apartments, Condos & Rowhouses” map for this table also contained the following notes (see notes and map below):

- Near the Civic Stadium site was written “Civic??? What will happen?”
- “Not consistent with Putting it All Together Map” was noted next to the taller residential building sites at 24th Ave. and 23rd Ave.
- A red “x” was written in the grey “sensitively Integrate More housing types over time” box along Oak Street between 24th Place and 26th Avenue.
- A red “x” was written on the corner of 26th Avenue and High Street.
- In the “Cottage Cluster, Courtyard Housing and Rowhouse” section between 28th and 29th Avenues along Pearl and High Streets, a note reading “Extend gray area: Integration of variety of housing types including single family” was written.
- “Transition to alley” was noted along the Portland street alley between 26th and 25th Avenue.
- At the Willard School site, the “Cottage Cluster, Courtyard Housing and Rowhouse” housing was moved from the north end of the property to the south end of the property, fronting 29th Avenue.

South Willamette Concept Plan

Civic ??? What will happen?



Primary Connections 1

Round #1 (Kurt Yeiter, facilitator; John Fletcher, College Hill resident; Nancy Ellen Lock, FAN; Randy Prince; Matt Laubach, 26th & High resident; John Lawless; Greg Gresy, FAN)

The notes in bold are those item numbers that were circled for extra emphasis.

- Access on Willamette
- **Access to bike path in Amazon Park**
- Access across creek
- Light at 27th
- Separate Bike

Ideas:

- Some participants suggested a Yield sign at 26th Avenue and Amazon Parkway where 26th turns onto High St. Suggestion was offered as a means to calm and direct traffic where bikes enter local streets from Amazon parkway.
- Trust issue with PWE to implement public recommendations. Members of the group felt there was a lack of trust in the City's PW department to actually implement suggestions that come from this process, based on unspecified past event or failure to perform.
- Bike lanes on Willamette worth pursuing
- Trolley on Willamette (Butte to Butte)
- Prioritize access on Willamette by mode of transportation: There was no agreement amongst participants on the priority, but the idea was that there should first be a priority set for the modes that get best treatment on Willamette Street. Those lower modes (transit, for example, or bikes) would be left out if there were not enough room to accommodate them on Willamette Street. There was no consensus for the priority that should be given to each mode, and in fact, this idea was quite contentious amongst participants. It was clear that the group felt that the priorities were not yet established.
- Local shopping should be a priority: Some participants felt that shopping options along Willamette should be primarily serving the local neighborhood, and there should not be priorities that facilitate establishing regional draws or non-neighborhood-serving businesses to this area.
- Yield signs on Side streets (e.g. Oak)
- Traffic calming : Some felt that traffic calming measures should be implemented at different degrees on all streets except, perhaps Willamette St. and Amazon Pkwy. The idea is that none of the streets need to accommodate fast through trips except perhaps Amazon Parkway.

Like Ideas:

- 27th Avenue an important street
- Pedestrian crossing between Woodfield Station and Southtowne
- **Look for park strip to provide access across Willamette**
- "Butterfly" local transit

Transit in neighborhood

John Lawless: Auto connections = unimportant

Bus turn-outs on Willamette

Round #2 (Kurt Yeiter, facilitator; Margo Zauner; Rex Redman, resident BPAC; Bob Sigmund; John Lawless; Christine Thompson; Paul Moore)

The notes in bold are those item numbers that were starred for extra emphasis.

- **Not enough larger commercial development (too narrow a commercial strip)**
- **Buffer traffic from surrounding residential neighborhoods.** There were no specific actions mentioned, but some felt measures should be taken to discourage traffic from diverting into the neighborhoods to avoid congestion on Willamette St.
- Oak Street bike lanes = status quo
- Use Zones are not logical. Participants felt that the elements of the plan that identified “walkable businesses” and the “shopping, business and entertainment district” were not logical or relevant. Instead participants felt the plan should focus on how to get people to services.
- There was a near even split between bike and car interests.

Also attached to this table’s notes is a map indicating areas that should be added to the draft concept plans as good areas for future commercial uses (see below). The map shows commercial uses expanding from Willamette Street to Pearl Street between 29th and 28th Avenues, from Willamette Street to High Street between 28th and 26th Avenue, and from Willamette Street to Oak Street between 26th Avenue and 24th Place. This map generally expands commercial uses by about 1-2 blocks to the east of what is shown in the current draft concept plan.

Drawings and notes were also made on the large Primary Connections map on the table. This map indicates that some participants felt that Oak Street between 29th Ave. and 27th Ave. has potential for shared parking areas. 29th Avenue between Willamette Street and Amazon Parkway also was pointed out for being an “area more likely to have through (non-resident traffic). Calm [traffic on 29th Avenue”. The intersection of 24th Place and Amazon Parkway also was pointed out as a location to “Fix connection”. From the intersection of 27th Avenue and Amazon Parkway a dotted line and bridge symbol was drawn across Amazon Park with the note “bike/walk to Amazon”.

South Willamette Concept Plan



Primary Connections 2

Round #1 (Chris Henry, facilitator; Sara Robertson, intern facilitator; Paul Moore; Nancy; Sue Wolling; Lytton Reid, Friendly Neighborhood resident)

How can you have a walkable route without including primary destinations? --Sue Wolling

"Vehicular oriented"-sounds auto oriented

"Auto oriented kinds of uses" – what is that? -- Paul Moore

Areas that should be more or less accessible dependent on transportation type seems inequitable.— Paul Moore

I'm hearing. . . How can we accommodate multiple transport types to all given uses. – Chris Henry

3 main questions:

What works well?

What's best?

What would you change?

Pedestrian use is uncomfortable on Willamette; how can we make it more comfortable?

Street improvements 5-10 year plan

Works well:

- Businesses on Willamette

Changes needed:

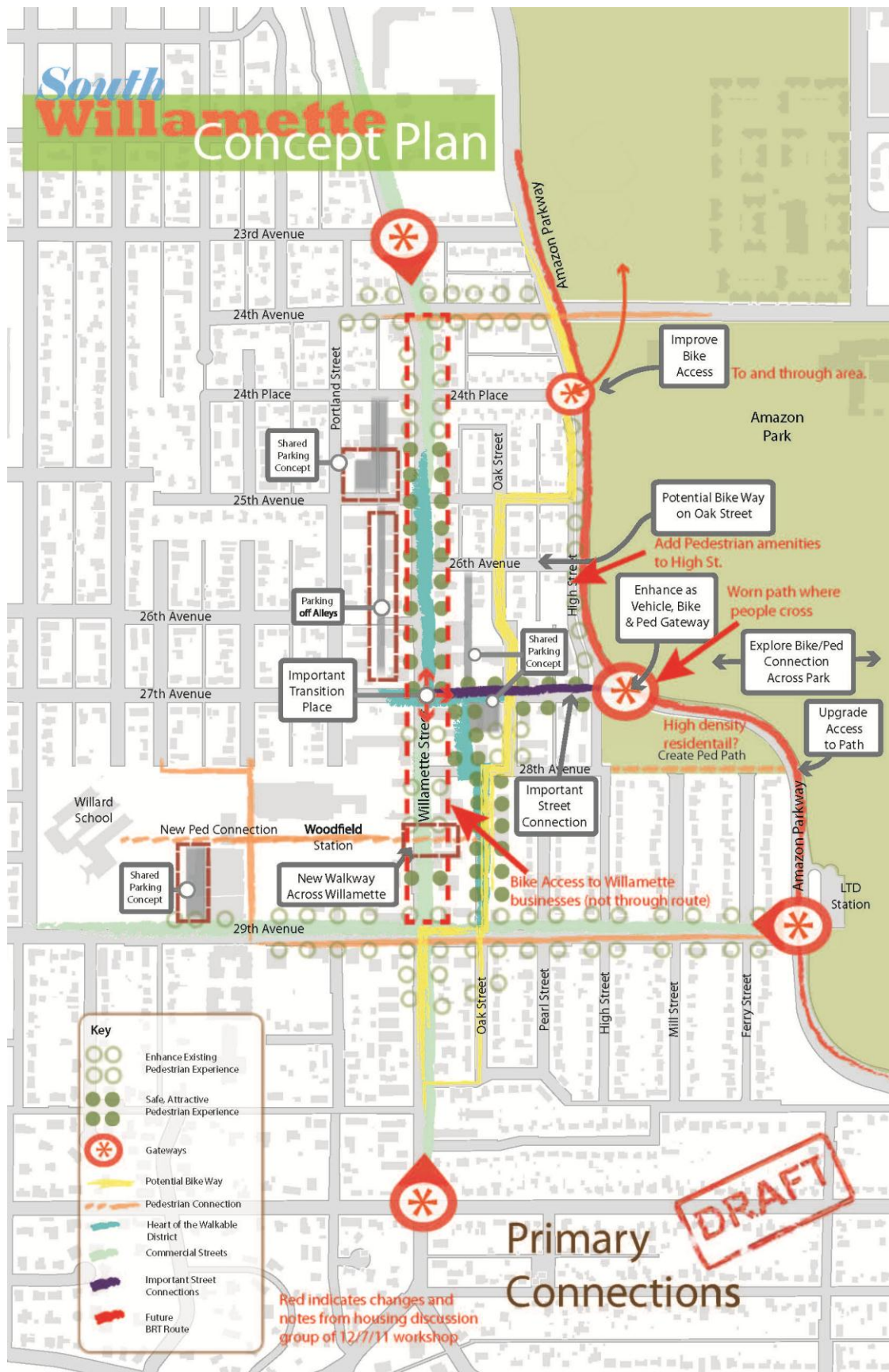
- Better access for all modes of transportation
- Better bike access to businesses on Willamette Street. We don't need bike lanes/access "through" the area we need bike access "to" the area. Specifically, it is very difficult and dangerous to access businesses on Willamette by bike. The draft concept plan does not provide bike access to Willamette Street- (Paul Moore and others at table agreed)
- Bikes, pedestrians and cars in balance/harmony. Currently there are conflicts on Willamette Street. Bikes either confront heavy, dangerous traffic on Willamette Street, or they conflict with pedestrians on the sidewalk.
- Separated bikeways on Willamette
- Separate access to businesses
- Challenges with right of way
- How do we slow the traffic?
 - raised crosswalk
- Sidewalks that accommodate bikes and pedestrians in separate lanes
- Maybe change traffic on Willamette Street to be one lane one way with a parking lane, bike lane, and wider sidewalk.
- What if Willamette and Oak were one way traffic (couplet)?

3 High Points:

1. All modes access to places/ businesses including cars, bikes, walkers, ADA access, buses, street car.
 2. Walking and pedestrian friendly
 3. One way Willamette Street and Oak Street couplet
 4. 27th Avenue at Amazon is important access point
- Planning needs to take into account reduction of emissions.
 - Oak Street connection to 24th Avenue is needed
 - Alleyway usage = alleys incorporated! Paving of alleys in other areas of Eugene has increased their use by pedestrians and bikers.

Notes also were made on the large Primary Connections map on the table (see below). Along Willamette Street was highlighted with the notation bike/ ped access to Willamette Businesses (not through route). A note for "Pedestrian Amenities" was written along High Street between 26th Avenue and 27th Avenue to indicate the lack of sidewalks along High Street. The intersection of 27th Avenue and Amazon Parkway is marked with a note "worn path where people cross". This note was part of a discussion about the need for paved sidewalk connections on the east side of Amazon Parkway. The pedestrian crossway and gateway at 27th needs something to connect to on the east side of the parkway. The note "high density?" was placed on the east half of the community garden site to indicate a possible location for high density housing. There also was a note saying "connection?" along Amazon Parkway between 27th Avenue and 29th Avenue because there are not sidewalks along this portion of Amazon parkway.

South Willamette Concept Plan



Round #2 (Chris Henry, facilitator; Sara Robertson, intern facilitator; Ken Augustson, Richard?; David?; Lytton Reid, Friendly Neighborhood resident)

What is liked:

- Pedestrian connection across Willamette between 27th and 29th. Really like that it connects Woodfield Station to Southtowne. Current location is good, but could move a little as long as there was somewhere to cross between lights at 27th and 29th Avenues.
- Pedestrian crossing at 27th Avenue
- 27th Avenue as major entrance to area and street of increased development focus
- Bike access improvement to 24th Place from Amazon Parkway
- Shared parking between multiple businesses.

What could be added to plan:

- Sidewalk improvements on High Street, currently there is no sidewalk.
- Connections across Amazon parkway and Amazon Park. If 27th Avenue becomes a new gateway to the area, what is on the other side? Currently there is no sidewalk on east side of Amazon Parkway.
- Possibly reduce the number of curb cuts along Willamette Street to improve pedestrian and bike safety and experience.

Changes:

- A primary bike route on Willamette Street should be added
- Add pedestrian crossing with light across 29th Avenue somewhere between Amazon Parkway and Willamette Street (maybe @ High Street).
- If 27th and Amazon Parkway becomes an important intersection and 27th Avenue an important street, maybe the LTD station should move closer to this intersection.
- Definitely add sidewalks along Amazon Parkway between 29th and 27th Avenues to connect the new gateway at 27th to existing bike path, Amazon Park, and LTD station at 29th Street.
- Maybe add sidewalks all along Amazon Parkway.
- Add more neighborhood sidewalks where they are currently missing to improve pedestrian safety and experience.
- Add higher density housing along Amazon Parkway facing the park, maybe use portion of community garden site.

The Big Picture

Round #1 (Carolyn facilitator, Mike Sussman, Carlos Barrera, Alan Thrailkill)

Values drive living situations that create a better sense of community. There was a general feeling amongst those who participated that the plan was not “value”-driven or that the “values” were not apparent. The big question for this group was: How does a plan/layout encourage us to know one neighborhood’s (values) and have a sense of community?

- Participants at this table felt that options for clustered housing around a common area were missing in the draft plan, and that “values” were missing from the plan

- seniors
 - kids
- Pilot project at Willard School site?
- Bigger picture planning needed!
 - Transportation connections
 - Park Connections (paved connection to amazon park path)
 - Connections to other neighborhoods
- Options for community value housing that participants felt were important and should be considered in the plan were:
 - Cul-de-sacs
 - Cut down on the number of through streets to create “places” in middle of block.
- Participants felt that the above mentioned housing types combined with streets that were not through streets would help facilitate “place-making.”

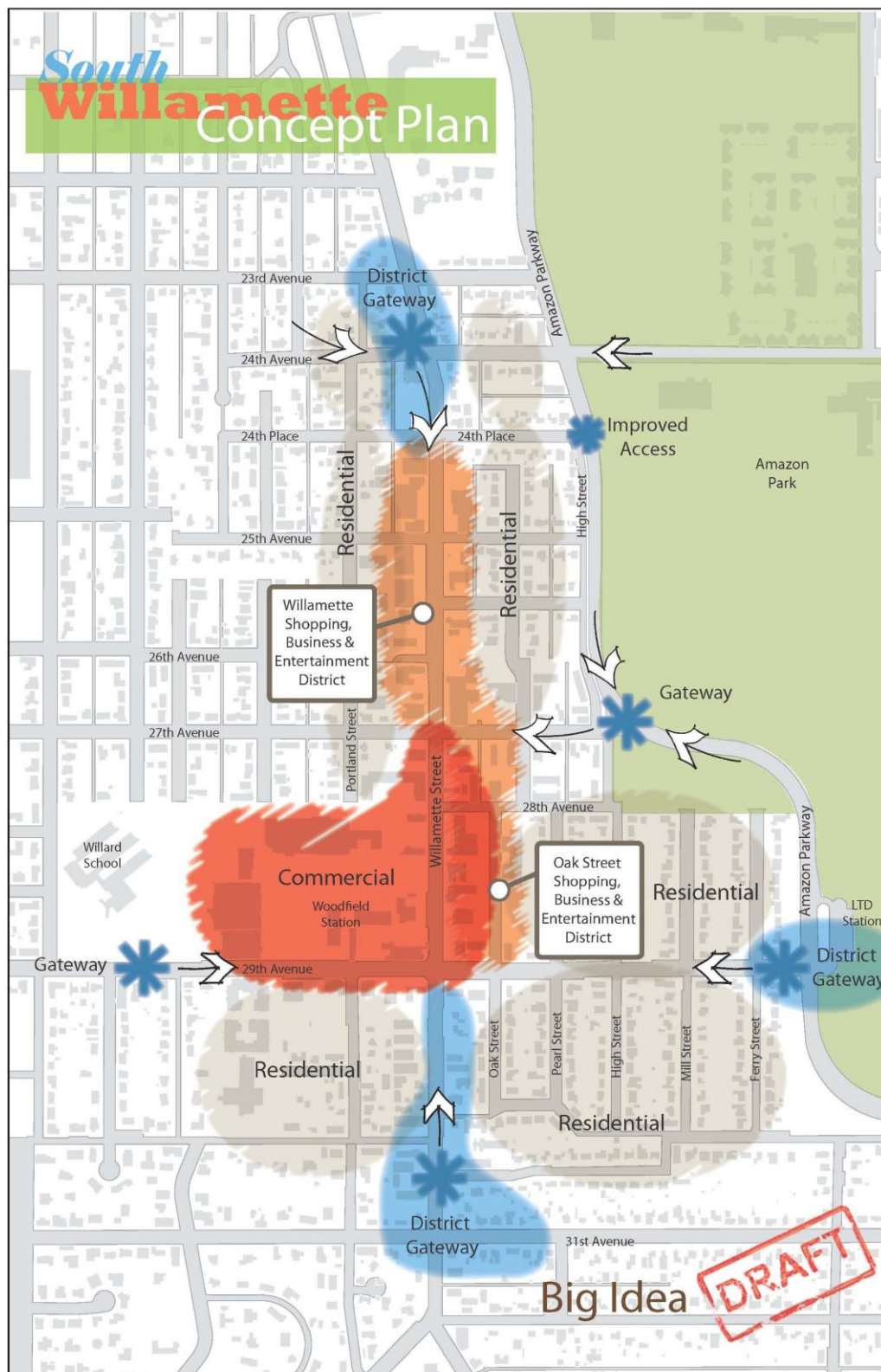
Round #2 (Carolyn facilitator, Mike Sussman, Carlos Barrera, Alan Thrailkill, Jack Collins, Ron Zauner, Randy Prince)

Provide an amenity that brings people to this area. Make it a destination. More nightlife.
Already a destination

Implementation Tools:

- Tax increment finance (urban renewal to make a district that transforms quickly).
- Street car to raise property values
- Up-zoning should have a fee attached. When extra value is added to a property, property owners should financially support accompanying infrastructure.

South Willamette Concept Plan



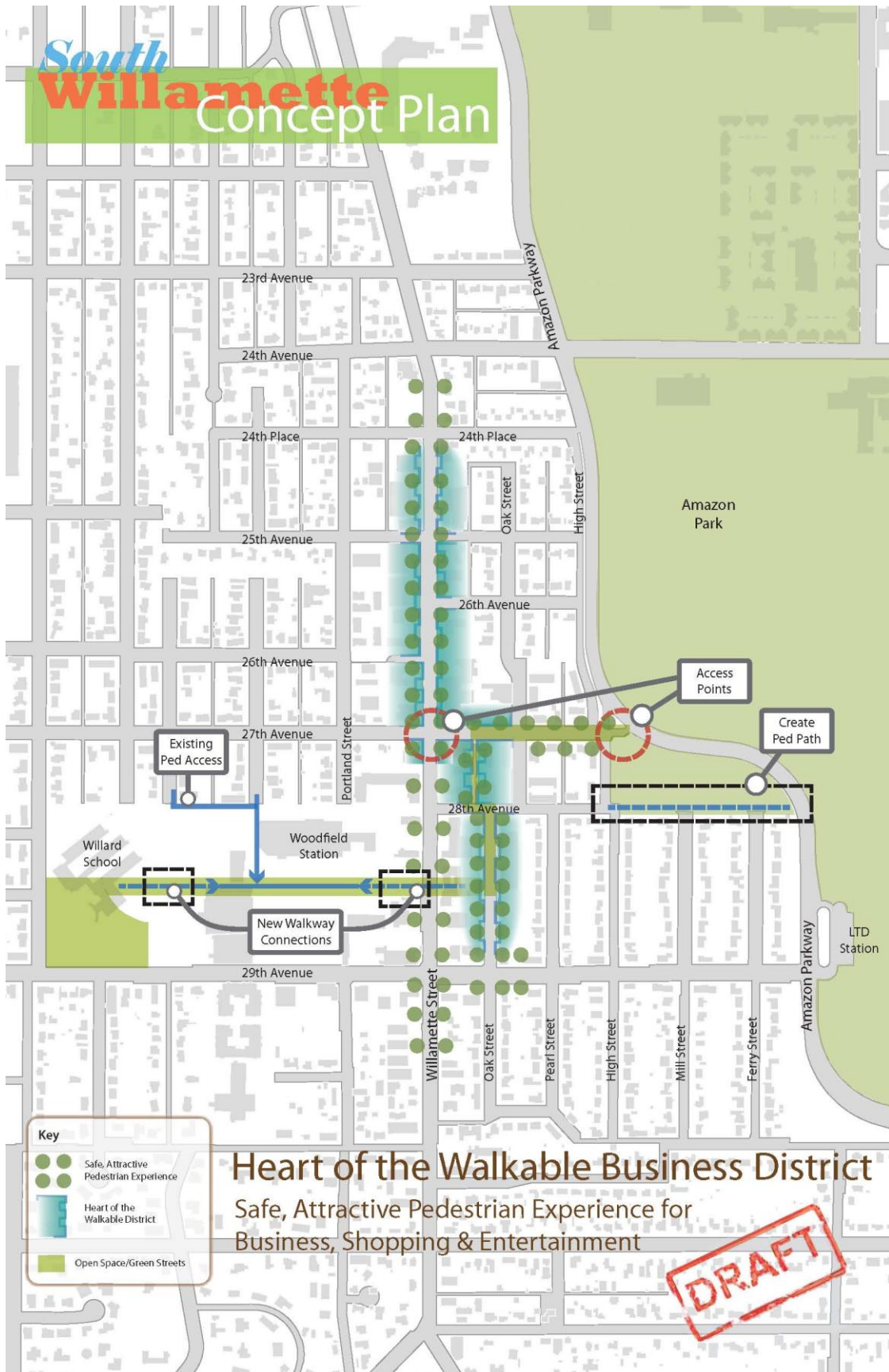
South Willamette Concept Plan



South Willamette Concept Plan



South Willamette Concept Plan



South Willamette Concept Plan



South Willamette Concept Plan



Putting It All Together

South Willamette Concept Plan



South Willamette Concept Plan

Places to Begin

